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FLORIDA HEALTH IN MIAMI-DADE COUNTY INTRODUCES NEW LOOK FOR WIC PROGRAM



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Miami, Fla. – The Florida Department of Health in Miami-Dade County is excited to introduce the new look of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). As the nation's most successful and cost-effective public health nutrition program, WIC provides wholesome food, nutrition education, and community support for income-eligible women who are pregnant or post-partum, infants, and children up to five years old.

In an effort to increase awareness and continuity, WIC's new national brand captures the spirit of WIC and what makes it unique. Its colorful, vibrant and energetic. It is empowering, simple and straightforward, encouraging, direct, engaging and bold. At WIC, the moms and dads are the heroes – WIC is simply there to back them up.

Whether we're lending moms a sympathetic ear, providing them with free and healthy food, or referring them to outside care and social services, we hope to give them the resources, knowledge and tools they need to be the moms they want to be.



HEALTHY FOODS

Food is only as good as the nutrients it provides. Through WIC moms get monthly EBT benefits to buy healthy food.



NUTRITION EDUCATION

We offer education and guidance to busy moms on how to shop for healthy food, how to prepare it and how to entice children to eat it.



BREASTFEEDING SUPPORT

We help moms breastfeed successfully with gentle guidance, patience and loving support. A lactation specialist is available every step of the way.



COMMUNITY REFERRALS

We're network built for moms and dads. We connect them to resources outside of WIC.

WIC gives moms information, tools, and support to be the mom they want to be. For more information on your local WIC Program visit signupwic.com or call (786) 336-1300.

About the Florida Department of Health

The department works to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts.

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